



2019 ANNUAL BYRON TOURISM SYMPOSIUM

presented by



HARNESSING THE POTENTIAL THE NORTHERN RIVERS VISITOR EXPERIENCE

FRIDAY 7TH JUNE 2019 | 9.30AM – 5.00PM
ELEMENTS OF BYRON RESORT

WELCOME TO COUNTRY – Delta Kay

EVENT OPENING – **Cr. Simon Richardson** (Mayor)
David Jones (President, **Destination Byron**)

TOP 10 TRAVEL TRENDS

Top travel trends that will influence local operators over the coming decade

Jeremy Holmes (Development Director, **North Beach Resort**) &
David Jones (Sales & Marketing Manager, **Elements of Byron**)

PIONEERING TASMANIA'S ECO-TOURISM INDUSTRY

Rob Pennicott will share his experiences and commitment to putting Tasmania on the world stage

Robert Pennicott, (Managing Director, **Pennicott Wilderness Journeys**)

Morning Tea

WHAT'S HAPPENING IN AVIATION NOW & IN THE FUTURE

Update on the current airline landscape & predictions for the future. How will this affect and relate to tourism in our backyard? A presentation on BNK's new terminal and role with local industry – working together

Speakers: tba

PANEL: NORTHERN RIVERS AS A BRAND – IS UNITED OR AN INDEPENDENT APPROACH BEST?

An intro to the 'Northern Rivers branding project' followed by a panel exploring the differences, similarities & cooperation opportunities within the region

Moderator: **Lenna Klintworth** (Bus Dev Mgr. at **Dept of Premier and Cabinet NSW**)

Panel: **Brad Nardi** (GM, **Tweed Tourism Co.**), **Michael Thurston** (GM, **Destination North Coast**), **tba**, (**BNK**), **Krista Hauritz** (Director, **KH Tourism + Events**)

Lunch

CLOSER TO HOME – BYRON SHIRE COUNCIL'S APPROACH TO TOURISM ENGAGEMENT

From kitchen table discussions, to focus groups, to community solutions panel – getting the engagement right to build the 10-year sustainable tourism roadmap

Tania Crosbie (Economy and Sustainability Coordinator, **Byron Shire Council**), **Sarah Workman** (Tourism Officer, **Byron Shire Council**)

A MATCH MADE IN HEAVEN – CULTURAL/ENVIRONMENTAL TOURISM & THE NORTHERN RIVERS

An intro to 2 amazing projects: 'Noosa Trails Masterplan', 'Tweed Byron Hinterland Trails'

Speakers: **1. Steve McPharlin** (CEO, **Tourism Noosa**) 'Noosa Trails Masterplan' **2. Daryl Moncrieff** (Senior Project Officer, **North Coast Branch NSW National Parks & Wildlife Service**) **Tweed Byron Hinterland Trails**

Networking Drinks